

Rural Entrepreneurship

How might we untap the potential of female entrepreneurship for the green and digital future of rural regions?

Initial Situation

In rural areas, for the most part there are far fewer programmes, offers and activities for entrepreneurs than in urban areas. In addition, the share of female entrepreneurs is very low - too low compared to the potential and benefits of female entrepreneurs, especially for future-oriented, sustainable development. As a matter of principle, women have more responsibilities at the same time, especially in their private lives, as Covid-19 has shown once again. Programmes and support systems for entrepreneurs in a male-dominated start-up landscape do not take into account the needs of women. Motivating women and facilitating the path to entrepreneurship represents a large, untapped potential. Especially for sustainable development and securing the future of many rural regions, more start-ups are needed in which women should play a central role.

Challenge Description

The aim of this challenge is to develop an entrepreneurship climate and ecosystem in rural areas in which women are supported according to their needs and everyday requirements, so that they can develop and thrive as entrepreneurs according to their ideas. For this, it is important to take women's perspectives to develop an ecosystem and corresponding solutions consistently tailored to their needs and challenges and to further develop existing ones. It is also relevant to investigate the influence of local communities and the social environment of women for integrating these insights into the development of solutions.

Female entrepreneurs can play a central role in making society more future-proof and ecologically sustainable. Digitalisation is an enabler that offers new opportunities to create more sustainable impact and scale solutions. To develop ecologically sustainable and, where it makes sense, digital solutions, there is a need for the necessary competences among entrepreneurs and suitable supporting systems. How might women take the lead in an entrepreneurship for green and digital futures in rural areas?